



# America's Waterway Watch

*Harnessing the power of the  
human element.*

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## PTP Guiding Principles

<b>Honor the Mariner:</b>	<b><i>Seek and respect the opinion of those who “do the work” afloat and ashore.</i></b>
<b>Take a Quality Approach:</b>	<b><i>Engage all elements of maritime operations to drive continuous improvements.</i></b>
<b>Seek Nonregulatory Solutions:</b>	<b><i>Emphasize incentives and innovation while improving basic regulations to maintain a minimum level of safety.</i></b>
<b>Share Commitment:</b>	<b><i>Recognize and act upon the responsibility of government, management, and workers to foster a safe and environmentally sound marine transportation system.</i></b>
<b>Manage Risk:</b>	<b><i>Apply cost-effective solutions to marine safety and environmental issues, consistent with our shared public stewardship responsibilities.</i></b>

Even before the September 11 terrorist attacks in 2001, the U.S. Coast Guard helped launch Maritime Domain Awareness (MDA) to enhance maritime security while better allowing the flow of legitimate commerce. The Coast Guard banded with other government agencies to increase the amount of knowledge available regarding threats to the safety, security, and environment of the United States and its citizens.

Prevention Through People (PTP) was raising prevention awareness even before the MDA effort. Traditionally, the PTP program focused on marine safety and environmental protection and hadn't thought to define itself in terms of “security.” But, after the 9/11 attacks brought the homeland security mission to national attention, like

many organizations, we questioned our role in the effort of promoting greater security.

Since its inception, PTP has called upon those involved in the maritime industry—the human element—to work together to prevent, prepare for, and respond to all types of incidents, including those of security. Focusing on the human aspect of our missions is imperative to efficiently and effectively meet our goals.

### **America's Waterway Watch**

After 9/11, the Coast Guard encouraged the maritime industry to do all it could to report suspicious activity. Many local Coast Guard Captains of the Port developed outreach programs, which in turn sprouted local pro-

**"You cannot be secure, or have security, without being safe; they are two sides of the same coin."**

**U.S. Coast Guard RADM T. H. Gilmour**

grams. America's Waterway Watch (AWW) was created in early 2005 to standardize the materials and information distributed across the country, so that the effort would be nationally connected, but still locally focused.

America's Waterway Watch raises Maritime Domain Awareness in the public arena by listing what to look for, where to look, and how to respond if a member of the public sees something unusual. In doing so, AWW guides its audience as an ever-widening net of detectors, reporters, and partners against suspicious activity. To get the message out, AWW has created and disseminated brochures, wallet-sized cards, stickers, posters, and other educational materials.

By targeting, educating, and encouraging members of the recreational boating public to report suspicious activity, America's Waterway Watch demonstrates how an everyday citizen's shared information can prevent security lapses.

#### **Guiding the Public as Detectors**

As noted in its guiding principles, PTP has always recognized that one should honor the mariner. Few know better what is normal or abnormal in and around our nation's waterways than the people who work or, in the case of recreational boaters, "play" there every day. America's Waterway Watch honors mariners by recognizing their potential and power in numbers. By engaging millions in this volunteer effort, AWW also demonstrates the PTP guiding principle—seek nonregulatory solutions.

With an estimated 95,000 miles of shoreline, 290,000 square miles of water, and more than 6,000 bridges in the United States, it is impossible to expect the Coast Guard alone to protect all U.S. maritime interests. We need the public's eyes and ears to contribute to a layered network of security. Instead of

offering a reward, AWW distributes the necessary information and encourages its use by appealing to Americans' sense of patriotism. This innovative, cost-effective contribution to maritime security serves as an illustration of how groups can manage risk, another PTP guiding principle.

By getting its educational materials out, AWW calls attention to sensitive locations and what to look for. Its website ([www.AmericasWaterwayWatch.com](http://www.AmericasWaterwayWatch.com)) describes AWW's mission, examples of suspicious activity, how boaters can prevent their vessels from being stolen (and used by would-be terrorists), related web links, and downloadable forms of its printed materials.

The AWW pamphlet captures much of the advice on its website, listing dozens of scenarios. For example, one might notice unusual night operations under a bridge, people engaged in surveillance near a water intake facility, or missing fencing or lighting near sensitive locations. Though boaters' natural instincts may already clue them in to when things "just don't look right," these guidelines serve as an extra indication to go with their gut and report the activity. The brochure also prompts its readers by leav-

ing space to record information such as the time, date, location, and details of the incident. Planting these seeds in the minds of boaters creates a state of heightened MDA.

#### **Guiding the Public as Reporters**

Prevention Through People serves as an umbrella for its prevention-oriented initiatives, and the success of all of them depend to a great degree on building a "safety culture." While laws and regulations can create strong incentives and disincentives that encourage people to operate safely, only a strong safety culture can proactively ensure long-term reduction in the risk of incidents.



**AWW materials list the most important things to do and the numbers to call.**

Whether promoting better endurance for crewmembers through its Crew Endurance Management System (CEMS), or using tools to mitigate risk, PTP advocates that organizations, as well as its individual members, must believe in the data they are given, believe in the importance of using it correctly, and actually be ready and willing to put those principles into practice. By promoting cultural changes, Prevention Through People encourages mariners to "do the right thing."

Beyond awareness, the average boater needs the will, ways, and means to communicate possible threats to the proper authorities. If they are not properly motivated to do so, or don't know how, then nothing happens. On the other hand, if all owners of the approximately 70 million recreational boats operating in the U.S. knew what security concerns to look for and how to report them, collectively, they would have the manpower of at least 1,800 times that of active duty Coast Guard members!

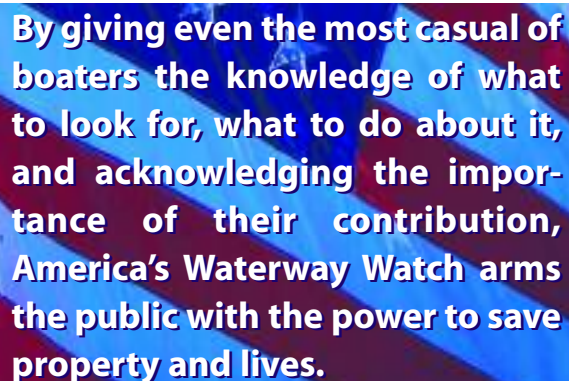
America's Waterway Watch communicates a strong message to engage anyone who works, lives, or recreates on or near the water. As with vessel or environmental casualties, whoever is first on the scene can have the greatest effect as to whether they eliminate, mitigate, or exacerbate the consequences. AWW advises its audience NOT to approach the suspicious activity. Instead, they should call 911 in case of immediate danger or note details if possible and call one of the National Response Center's toll-free numbers: 800-824-8802, or 877-24WATCH.

#### **Guiding the Public as Partners**

Another of PTP's guiding principles is to share commitment, or recognize and act upon the responsibility of government, management, and workers to foster a safe, secure, and environmentally sound maritime environment. Some of PTP's most successful initiatives, such as CEMS, got that way largely due to quality partnerships among people and organizations committed to common goals.

The only way to prevent maritime security incidents is to continue to work together to identify and address vulnerabilities. Prevention Through People promotes the message that when organizations and people commit to working together, they create a positive cultural change in an organization.

Using the classic PTP practices of partnering and sharing information, AWW keeps finding new audiences for its guidance. America's Waterway Watch harnessed the time and talent of the Coast Guard Auxiliary to take the lead in its promotion within the recreational boating community. The auxiliary group has developed educational materials; created the AWW website; and conducted public outreach activities to enhance its visibility, such as staffing exhibit booths at boat shows.



**By giving even the most casual of boaters the knowledge of what to look for, what to do about it, and acknowledging the importance of their contribution, America's Waterway Watch arms the public with the power to save property and lives.**

The auxiliary has attracted other groups to partner with AWW, including the U.S. Power Squadron, National State Boating Law Administrators, Boat U.S., the U.S. Army Corps of Engineers, the State of Michigan, the Association of Marina Industries, the National Sheriff's Association, and other local law enforcement agencies.

In addition to leveraging its partnerships, America's Waterway

Watch seeks new marketing opportunities to blanket the public with its message. For example, it has developed a public service announcement targeting fans of the National Association for Stock Car Auto Racing (NASCAR), many of whom are also recreational boaters. The PSA features the LeBonte racecar driving family, who are well known and respected among NASCAR enthusiasts.

Most important of all, AWW's partnership with the National Response Center ensures that suspicious activity reports are shared in a timely manner with the Department of Homeland Security, Federal Bureau of Investigation, Central Intelligence Agency, and other government agencies. Such information is key to planning and preparing for potential terrorist attacks.

#### **PTP and AWW: Taking a Quality Approach to MDA**

The programs, initiatives, and technology used to promote maritime security, safety, commerce, and the environment are only as effective as the culture that supports it. America's Waterway Watch is a great example of PTP in action, providing a unique opportunity for the average citizen to actively contribute to our nation's protection.

As important components of the Coast Guard's efforts toward Maritime Domain Awareness, both PTP and AWW can look forward to the future by continuing to take a quality approach. In doing so, we'll work toward continuous improvement, especially as time, technology, and national events change and shape the future.

#### **About the authors:**

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